



For Immediate Release

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PRESS RELEASE

Elias Arts Scores New Theme Music for Challenged Athletes Foundation

*Renowned Music and Audio Identity Company Introduces and Makes Available
"The Heart of a Champion" CAF Theme Music, Playlist and Specially Designed
Ringtones*

New York, NY, July 18, 2007: Elias Arts Holdings LLC, www.eliasarts.com, the world's most awarded music and audio identity company, unveiled today, the customized soundtrack it composed especially for the Challenged Athletes Foundation (CAF) www.challengedathletes.org and announced that it will release shortly specially designed ringtones intended to complement the CAF theme.

The musical score entitled "The Heart of A Champion" written by Elias Arts' composer Matt Fletcher will be introduced at *A Celebration of Heroes, Heart and Hope*, a benefit event to be held this evening at The Waldorf Astoria Hotel. It is currently available as a free download at www.eliasarts.com/caf as will the soon-to-be-released "The Heart of A Champion" ringtones. In addition, the entire evening's music playlist, selected by Elias Arts' Head of Music Supervision Nic Harcourt is also available for listening. Chosen to reflect the motivational message of the CAF, these music selections will serve as ambient sonification to the festivities as challenged athlete "stars," celebrities, notable New Yorkers and avid supporters of the CAF converge on the ballroom at the Waldorf.

The Challenged Athletes Foundation commemorates its 13th year of providing athletes with physical disabilities, across the entire spectrum of sport, the opportunity to pursue active lifestyles through physical fitness and competitive athletics. This unique organization assists and supports hundreds of athletes of all ages who are intent on becoming more active. In doing so, the CAF strives to increase self-esteem, encourage independence, and enhance the overall quality of life for challenged athletes.

“The CAF’s desire to recognize courage, reward perseverance and realize dreams provided an excellent platform from which to score the “The Heart of a Champion” soundtrack,” comments Elias Arts’ Creative Director, Fritz Doddy. “Composer Matt Fletcher created this positive and uplifting piece as a tribute to the talented athletes who have an undefeatable human spirit. The music reflects the very heart-warming, and incredible journeys experienced by these remarkable individuals.” In addition to “The Heart of a Champion” soundtrack and event playlist, both of which are currently available at www.eliasarts.com/caf, visitors will also be provided access to the soon-to-be-released “The Heart of a Champion” ringtones, designed to further develop the CAF theme.

According to Elias Arts’ President and CEO Martin Pazzani, “we are honored to be working with the Challenged Athletes Foundation and to sonify their fundraising benefit at The Waldorf. The fact that we can share this themed music and the themed ringtones with the world can hopefully help the mission of the CAF, and increase awareness for their organization and the incredible individuals they support.”

No stranger to creating award-winning and inspirational music tracks for the best sport brands and events in the world including Nike, Adidas, The Olympics, ESPN and Gatorade, Elias’ work on behalf of the CAF was “an excellent opportunity to apply our experience and our passion for sports for a very righteous cause,” comments Founder and Chief Creative Officer, Jonathan Elias.

Roy Perkins, Director of Development for the Challenged Athletes Foundation comments "The support of Elias Arts is what makes the difference between good and great. From the get-go Elias not only *understood* the mission of CAF, but *felt* it, as is evidenced by the moving theme music they created to pay tribute to our organization and A Celebration of Heroes, Heart and Hope."

About Elias Arts

For 27 years Elias Arts has used the emotional power of music and sound to launch, grow and reposition the most recognized brands and companies around the world. They have worked with well over 700 of the Fortune 1000 companies and helped to turn numerous startups into everyday brand names. With offices in Los Angeles and New York, and a renowned roster of gifted composers, producers, and marketers, they are the maestros of using music as a powerful integrated marketing tool and brand builder.

Since 2002, Elias Arts has been owned by Seaport Capital, and together they have embarked on a plan to extend the powers of music and sound into new channels, new mediums, and new markets. Elias Arts is now the only music company to employ a staff of professional brand strategists and marketing gurus, who have devised a process that creates 360-degree Audio Identity systems -- a way of using music and sound across all consumer touch points to create brand harmony -- and make marketing dollars more effective.

With a music supervision department headed by KCRW's tastemaker-extraordinaire Nic Harcourt, a roster of Featured Artists that includes The Pixies' Joey Santiago, and the talented in-house composers assembled and mentored by famed composer Jonathan Elias, Elias Arts is in a class of its own.

About CAF:

The Challenged Athletes Foundation (CAF) is a special place where courage has many faces ... where perseverance comes through the front door with a first name ... where

dreams are nourished and heroes have a home. It is an organization unlike any other in the world.

CAF grew out of a desire to assist one athlete paralyzed in a triathlon. From this modest beginning arose a more important mission – to make sure people with physical challenges have the same freedom to enjoy sports that the able-bodied take for granted.

Since 1994, CAF has satisfied more than 2,100 funding requests from challenged athletes in all 50 states and 20 countries. Whether it's \$2,000 for a handcycle, helping underwrite a \$15,000 running prosthetic or arranging enthusiastic encouragement from a mentor who has triumphed over a similar challenge, CAF's mission is clear: give those with the desire to live active, athletic lifestyles every opportunity to compete in the sports they love. To learn more, log on to www.challengedathletes.org or call 858-866-0959.